

Mulligans Commission

AGENDA • February 26, 2015

City Hall, Executive Conference Room

Members: Deanna Kaufman • Don Shelton • Don Tingey • Doug Brown • Dustin Lewis • Mark Seethaler • Max Shoura

Hello and Get Going

4:30pm

Acknowledge Attendance/Quorum

Reference Notes, Actions, and Follow-up from 2/19/15 Meeting

4:32pm

Review status of Mulligans Commission Charter

4:45pm

Must be finalized for presentation to the City Council for Tuesday's meeting

Focus on the Objectives and Draft Schedule Commitments

4:45pm

Max has mapped this out and will guide us through a discussion of issues and objectives - as they pertain to timing, overlap, sequence, bandwidth, priority, etc.

Review City Council presentation of Charter and Introduction

5:05pm

Max - Draft presentation/Q&A, edits and discussion

Agenda slot secured with City Council on March 3rd

Review Bond Pay-off PowerPoint and Draft Resolution

5:25pm

Deanna - Presentation review for City Council

Mark - Draft review of Resolution

Miscellaneous Reports and Closing Comments

5:50pm

Deanna/Don - debt and property protection

Confirm Assignments, Next Meeting & Close

5:55pm

Next Meeting: Thursday March 5, 2015, Executive Conference Room

Mulligans Commission Meeting Notes • 2/26/15

Started with discussion of last week's meeting and agreed to review and post 'notes' from each of our sessions online. As this group does not have official minutes, these will be our meeting notes, reminders, assignments, etc.

We then reviewed some procedural issues regarding bond pay-off and our desire to both protect the property and the economics relative to the city and its residents and taxpayers.

We touched on the Charter document and the core purpose and central 'viewpoint' of this, agreeing to pull the final recommendations together, email and approve prior to presentation at City Council this Tuesday March 3rd.

Max Shoura then presented his draft of our initial assignment outline, with the projected timetable (mostly extracted from the draft charter goals and objectives). In the process, we made the following assignments.

- **Y2 Analytics statistical survey.** Don Tingey, Max Shoura, and Doug Brown were assigned and agreed to serve as the sub-group (with Don as lead) to perform the following steps –
 - Carefully review (individually and together) the Y2 Analytics South Jordan City Mulligans Survey 2014 Topline Report with appendices, the 10/28/14 Y2 Analytics Memorandum: Survey sample size and its effect on accuracy, and the Y2 Analytics presentation (6 things to remember) South Jordan Mulligans Survey: Public Opinion Context for Planning.
 - Identify and conclude on all important insights, themes, and public preferences regarding the future of the Mulligans property and operation
 - Package their conclusions in a draft PowerPoint presentation to the Mulligans Commission for presentation/discussion/edits on **Thursday March 19th**.
 - Present a final review and conclusion of the Y2 Analytics study – together with the support of the Mulligans Commission to its guiding principles to the City Council on **Tuesday March 31st or April 7th**.
- **Golf Alliance Utah Facility Viability Report.** Don Shelton, Deanna Kaufman, and Dustin Lewis were assigned and agreed to serve as the sub-group (with Don as Lead) to perform the following steps –
 - Carefully review (individually and together) the GAU report, the Utah Golf Economy report, PGA 2014 Performance Report, and the 2013-2014 Utah Section Golf Facility Utah On Par Report (all supplied by the GAU).
 - Identify and conclude on all important considerations regarding the future of the Mulligans property and operation
 - Package their conclusions in a draft PowerPoint presentation to the Mulligans Commission for presentation/discussion/edits on **Thursday March 26th**.
 - Present a final review and conclusion of the Golf Alliance Utah materials – together with the support of the Mulligans Commission and as a lead-in to future marketing considerations to the City Council on **Tuesday March 31st or April 7th**.

- **Project Management.** Max Shoura took the assignment to maintain our overall 'project management' tracking of all significant initiatives, and to provide periodic reporting of progress and next steps, including at each of our Mulligans Commission meetings, as helpful.
- **Past Proposals and Plans.** Don Tingey took the assignment to research and produce (electronic distribution preferred) any and all relevant past proposals, marketing and other plans for Mulligans Golf and Games. He will report his progress to the Mulligans Commission on **Thursday March 12th**, and we will determine the next steps, including a discussion about the former owners, and Mr. Jimmy Blair's recent comments to the South Jordan City Council on the topics of past, current and future performance of the operation.
- **Marketing Plan.** We assigned Don Shelton, Doug Brown, and Deanna Kaufman (with Don as the lead) to develop a draft marketing plan(s) for review by the MC and recommendation to the City Council upon approval. We all recognized that this is an extensive undertaking and would naturally include things like promotions and advertising – but more fundamentally would address recreation offerings, food vending/restaurant, golf course re-design, public space, funding plans, and all other issues that will address the 'complete' considerations of preserving and enhancing the Mulligans operation consistent with the Charter we will adopt and present to the City Council. Therefore, the initial discussion of the breadth and parts to this undertaken will be scheduled for our **March 5th** meeting.

Additional items and assignments – as reflected in this 1st-draft graph – were deferred until we refine the issues and progress with our current commitments.



Max then previewed his PowerPoint for Tuesday's City Council meeting (3/3/15), received some feedback and is awaiting these notes to finalize some dates and commitments. Max agreed to tie-in both people and communications to the overall schedule of activities.

Deanna then discussed communications and

messaging. She took the active assignment to lead with our Mulligans Commission messaging,

working properly within the framework of our city structure – City Council, City Manager, City Communications Director, and the city’s newly-passed social media guidelines. Deanna will work to incorporate a Mulligans Commission communication plan/vision into the **March 3rd** presentation (following Max Shoura) to the City Council.

While a draft Resolution to pay-off the Mulligans bond had been prepared by Councilman Seethaler, this group chose to defer discussion on that topic (and Deanna’s draft presentation) until next week. In part, this was due to some ‘facts’ on the pay-off parameters and pending the City Council budget discussion (including the Mulligans Bond pay-off) later this same evening. In addition, it was discussed and agreed that a phrase such as: “Whereas South Jordan intends to retain Mulligans as an open space in the community” be added into the resolution for the bond pay-off in order to address some resident’s concerns that paying off the bond will simply make it easier for the city to commercially develop the property.

The Mulligans Commission meeting adjourned at 5:59pm

Draft Calendar per the above meeting details.

When	Who	What
Th 3/5/15	Deana	Discussion/refinement of MC Communications Plan/Practices
Th 3/5/15	Mark	Presentation of a revised Resolution of bond pay-off
Th 3/5/15	Deana	Presentation in support of paying-off the Mulligans Bond/Discussion
Th 3/5/15	Don Shelton	Initial discussion of the elements/considerations for a M Marketing Pln
Th 3/12/15	Don Tingey	Present/discuss past Mulligans Proposals and Plans – former owners
Tu 3/17/15	Deana	Presentation to City Council in support of Resolution to payoff Bond
Tu 3/17/15	Mark	Sponsor a final-draft resolution to the CC for paying off the Mulligans B
Th 3/19/15	DonT/Max/Doug	Presentation to MCM on findings/principles from Y2 Analytics Survey